## ORDER

704481 Order / Rev: Orders 06262698 Alt Order #: SCHWEIKERT FOR CON Product Desc: **KPNX** Estimate: Primary AE: Jim Quinn 08/05/12 - 08/10/12 Flight Dates: T-PHI Sales Office: 08/03/12 / 08/03/12 Original Date / Rev: NAT Sales Region: Political Order Type: Strategic Media Services/ POL Name: Agency Cash Billing Type: **Buying Contact:** Broadcast Billing Calendar: Billing Contact: EOM/EOC Billing Cycle: 3299 K ST., NW Suite 200 15% Agency Commission: Washington, DC 20007 Schweikert for Congress Advertiser Name: New Business Thru:

Demographic:

A35+

Product Codes:

PL-US Senate

Priority:

P-2

Revenue Codes:

AGY, GEN, POL

Order Separation:

Advertiser External ID:

Agency External ID:

Totals									
Month	# Spots	Gross Amount	Net Amount	Rating					
August 2012	28	\$33,100.00	\$28,135.00	0.00					
	28	\$33,100.00	\$28,135.00	0.00					

00:15:00

## Bill Plan Gross Amount Net Amount # Spots Start Date End Date \$28,135.00 \$33,100.00 28 08/10/12 07/30/12

**Account Executives** 

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn		Start Of Order - End Of Order	100%	

Total Share Order Share \$33,100.00 30% KPNX 100% \$110,333.33 Market

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KAET	0%	\$0.00		
KASW	0%	\$0.00		
KBCZ	0%	\$0.00		
KBPX	0%	\$0.00		
KDRX	0%	\$0.00		
KMCC	0%	\$0.00		
KNAZ	0%	\$0.00		
KNXV	18%	\$19,860.00		
KPAZ	0%	\$0.00		
KPHO	23%	\$25,376.67		
KPPX	0%	\$0.00		
KSAZ	19%	\$20,963.33		
KTFL	0%	\$0.00		
KTVK	10%	\$11,033.33		
KTVW	0%	\$0.00		
KUSK	0%	\$0.00		
	0%	\$0.00		
KUTP	0%	\$0.00		
UNKWN	0 /0	φ0.00		

Print Date: 08/08/12 16:04:43

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Order / Rev:

704481

08/05/12 - 08/10/12

Advertiser:

Schweikert for Congress

Alt Order #: Flight Dates: 06262698

Product Desc:

SCHWEIKERT FOR CON

Estimate:

KPNX

RPNX 0800512 080512 090512   College Late News		Ctt	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type S	Spots	Amount
First   South   Company	Ln Ch	Start						:30	1	\$2,500.00P-2	0.00 NM	1	\$2,500.00
Start Date	1 KPNX	08/05/12	2 08/05/12			- , , ,					- 1		
Section   Sect	rr from	3500 to 2	500 per mike			_	D-ti				- 1		
2	Account of the last of the las			Name and Address of the Owner, when the Owner, which the Owner									
2   PRINX   0806H72   0809H72   0919H72   09								:30	4	\$2,800.00P-2	0.00 NM	4	\$11,200.00
Provided From The Lib Completed   First Processing   First Processin	2 KPNX	08/06/1	2 08/09/12	Olympic Late Nev	VS CIVI	Olympic Lan	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				- 1		
Sint Date	revised	from m-t	u to m-th 4x								- 1		
Nemark   1980   1981					Spots/Week						- 1		
S KPNX 080612 0817012   M-F 6-7a	Week: 08	/06/12		1772.3-53.3			100000000000000000000000000000000000000	.00	0	\$700 00 P-2	0.00 NM	2	\$1,400.00
Week 0808012   080121   0801	3 KPNX	08/06/1	2 08/10/12		CM	6-7a	MTW1F	:30	2	\$700.001 -2	0.00 11111		
Start Date   End Date   Weekdays   Spots/Week   Hate   Secolory   Start Date   Secolory   Secolor													
Signatural   Section   S					Snots/Week	Rate	Rating				- 1		
A KPNX 08/06/12 08/09/12   MFToday Show 7-9a	2000 and 1000 and 100		-										40.400.00
NBC Today Show   Start Date   End Date   Start Date				1-11111-1-1-1	7-9a CM	7-9a	MTWT	:30	3	\$800.00 P-2	0.00 NM	3	\$2,400.00
Start Date   End Date   Weekdays   Sotis/Week   Rate   Sotis/Week   Rate   Sotis/Week   Rate   Sotis/Week   Sotis/Week   Rate   Sotis/Week   Sotis	4 KPNA	. 00/00/1	2 00/03/12	NBC Today Show	N						- 1		
Start Date   End Date   Weekdays   Sotis/Week   Rate   Sotis/Week   Rate   Sotis/Week   Rate   Sotis/Week   Sotis/Week   Rate   Sotis/Week   Sotis	2X MA	X/DAY: N	I-W # of unit	s from 7x to 3x pe	r mike		2 MARTIN CO. 10				- 1		
Section   Sect				<u>Weekdays</u>	Spots/Week						1		
Section   Sect							Victoria de la constanta de la	-20	1	\$700.00 P-2	0.00 NM	4	\$2,800.00
Start Date   End Date   Weekdays   Spots/Week   Bate   Rating   O.00	5 KPNX	08/06/1	2 08/09/12		CM	5-530p	MTW1	:30	4	\$700.001-2	0.00 11111		
Meek: 08/06/12   08/12/12   MTWT   4   \$700.00   0.00				M-F 5-530p			Deting				- 1		
Section   Color   Co							-						
# of units from 5 to 2x per mike Start Date							The state of the s	:30	2	\$1,000.00P-2	0.00 NM	2	\$2,000.00
# of units from 5x to 2x per mike   End Date   Meekdays   Moekdays   Spots/Week   Rate   Start Date   Meek   Start Date	6 KPNX	( 08/06/	12 08/10/12		CIVI	0-030h	MIWIT	.00					
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 08/06/12   08/12/12   MTWTF 2 \$1,000.00   0.00		·	u to Ov nor n										
Week: 08/06/12         08/1/21/2         MTWTF         2 \$1,000.00         0.00           7 KPNX 08/07/12 08/07/12         08/07/12 08/07/12         08/07/12 08/07/12         08/07/12 08/07/12         08/07/12 08/07/12         01/mpics Zone Olympics Zone Olympics Zone Olympics Zone on Zone Zone on Zone Zone Olympics Zone on Zone Zone on Zone Zone Olympics Zone on Zone Zone on Zone Zone Zone Zon					Spots/Week	Rate	Rating						
Renk   OB/07/12   OB/07/12   OB/07/12   Olympics Zone   Olym	100000000000000000000000000000000000000			-			0.00						¢0 500 00
Spot moved from 8/6 to 8/7 in From \$700 to \$2500 per mike   Start Date   End Date   Weekdays   Spots/Week   Rate   Sustoner   Sust				Olympics Zone	CM	Olympics Z	one -T	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Hatting   Spots/Week   Rate   Hatting   Spots/Week   Rate   Spots/Week   Spots/We				Olympics Zone									
New	spot n	noved from	n 8/6 to 8/7 r	r from \$700 to \$25			D - 1'						
New			End Date										
Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date								-30	2	\$250.00 P-2	0.00 NM	2	\$500.00
Start Date   End Date   Weekdays   Spots/Week   Rate   S250.00   O.00	8 KPN	X 08/06/	12 08/07/12		9	Olympics C	overnigim i	.50	_	φ200.00.	8.000		
Week: 08/06/12   08/05/12   08/						Doto	Pating						
Week: 08/06/12   08/05/12   08/				THE RESIDENCE OF THE PARTY OF T									
Week: 07/30/12   OB/05/12   OB/			10.70.70.00.00.00.00.00.00.00.00.00.00.00	1011			11,000,000	:30	2	\$2,500.00P-2	0.00 NM	2	\$5,000.00
# of spots from 1x to 2x rr from \$4500 to \$2500 per mike    Start Date   Weekdays   Spots/Week   Rate   Section   Se	9 KPN	X 08/05/	12 08/05/12	Olympics Week	end DT	0-5p						l	
Start Date   End Date   Weekdays   Spots/Week   Rate   Hating   O.00	# of e	note from	1x to 2x rr fr	om \$4500 to \$250	0 per mike							1	
Week: 07/30/12         08/05/12        S         2 \$2,500.00         0.00           10 KPNX 08/06/12 08/09/12 News EVB         MF 4-5p         CM         4-5p         MTWT         :30         4 \$375.00 P-2         0.00 NM         4 \$1,500.00           per mike Start Date Week: 08/06/12 08/05/12 08/05/12 08/05/12         End Date Weekdays SundayCM 530-6p         Spots/Week Rate SundayCM 530-6p         Rating Sunday         Spots/Week Rate SundayCM 0.00         1 \$500.00 P-2         0.00 NM         1 \$500.00 P-2         0.00 NM         1 \$500.00 P-2         0.00 NM         2 \$800.00         2 \$800.00         2 \$800.00         2 \$800.00         2 \$800.00         2 \$800.00         2 \$800.00         2 \$800.00         3 \$800.00 <t< td=""><td></td><td></td><td></td><td></td><td>Spots/Weel</td><td>Rate</td><td>Rating</td><td></td><td></td><td></td><td></td><td></td><td></td></t<>					Spots/Weel	Rate	Rating						
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12 News EVB     12 News EVB	#.F	214.00 Dec. 3 De - 1 1 220 H	12 08/09/12	M-F 4-5p	CM	4-5p	MTWT	:30	4	\$375.00 P-2	2 0.00 NM	4	\$1,500.00
Start Date   End Date   Weekdays   MTWT   4   \$375.00   0.00	10 111 11											ı	
Week: 08/06/12         08/12/12         MTWT         4         \$375.00         0.00           11 KPNX 08/05/12 08	per m	ike					Datina					1	
Totals   Source   S	9	Start Date										1	
11 KPNX   08/05/12   08/05/12   08/05/12   530-op 12 News Sunday   12 Ne	4.00 (4.00)							- 30	-	\$500.00P-	2 0.00 NM	1	\$500.00
per mike           Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 07/30/12         08/05/12         08/05/12        S         1         \$500.00         0.00           12 KPNX 08/05/12 08/05/12         08/05/12         Olympics Weeked 4-8a CM 4-8aS        S         :30 2 \$400.00 P-2 0.00 NM         2         \$800.00           per mike           Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 07/30/12         08/05/12        S         2         \$400.00         0.00	11 KPN	X 08/05	/12 08/05/12			530-6p		.30		. 4000.001			
Start Date Week: 07/30/12         End Date 08/05/12         Weekdays 2000/12         Spots/Week 1 \$500.00         Rating 0.00				12 News Sunda	ay.							1	
Start Date         End Date         Week: 07/30/12         08/05/12         1 \$500.00         0.00           12 KPNX 08/05/12 08/05/12 09/05/12 09/05/12 09/05/12         Olympics Weeked 4-8a CM 4-8aS :30 2 \$400.00 P-2 0.00 NM         2 \$800.00           Per mike         Start Date         End Date         Weekdays         Spots/Week         Rate Rating           Week: 07/30/12 08/05/12         08/05/12        S         2 \$400.00         0.00			E- 1 D-1-	Maakdaya	Snote/Mag	k Rate	Rating					1	
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12 KPNX 08/05/12 08/05/12 Olympics Weekerd 4-6a CM (5:00 AM-8:00 AM)  per mike  Start Date End Date Weekdays Spots/Week Rate Rating  Week: 07/30/12 08/05/12S 2 \$400.00 0.00  Totals 28 \$33,100.00					ed 4-8a CM			s :30	1	2 \$400.00P-	2 0.00 NM	1 2	\$800.00
per mike         Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 07/30/12         08/05/12        S         2         \$400.00         0.00   Totals 28 \$33,100.00	12 KPN	IX 08/05	/12 08/05/12				3:00 AM)					1	
Start Date         End Date         Weekdays         Spots/Week         Rate         Hating           Week: 07/30/12         08/05/12        S         2 \$400.00         0.00   Totals 28 \$33,100.00		niko		Olympics wee		1						1	
Week: 07/30/12 08/05/12S 2 \$400.00 0.00 Totals 28 \$33,100.00	1.5		End Date	Weekdavs	Spots/Wee	k Rate	Rating					1	
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			ans.								Totals	28	\$33,100.00